PORT FOLIO 2025

KAMAKSHI NAYYAR

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EDUCATION

NATIONAL INSTITUTE OF FASHION TECHNOLOGY, BANGALORE

2022- Present

Bachelor's in Design- Fashion & Lifestyle Accessory Design

DELHI PUBLIC SCHOOL, DELHI

2020-2022

Higher Secondary Education [Commerce] - CBSE Board

EXPERIENCE

IDC STUDIOS | FASHION STYLING & PHOTOGRAPHY INTERN

June 2024 - July 2024 | Haus Khas, Delhi, India

Assisted in fashion and product styling at IDC Studios, Gained hands-on experience in set design, lighting, and creative direction.

IDC STUDIOS | FASHION STYLING INTERN

June 2023 - June 2023 | Haus Khas, Delhi, India

Helped with fashion and product styling at IDC Studios, arranging outfits, accessories, and props for shoots. Assisted on set with basic setup, lighting adjustments, and organizing creative elements.

CRAFT RESEARCH DOCUMENTATION

July 2024 - August 2024 | Athangudi, Tamil Nadu, India

Made a reseach document on the business aspect of Athangudi tiles in Karnataka, analyzing market demand, production costs, and artisan livelihoods.

TOOLS

Adobe Photoshop | Adobe Illustrator | Adobe Indesign | Adobe Lightroom | AutoCAD 2D/3D | Fusion 360 | Figma |

SKILLS

- Material Knowledge
- Sketching & Illustration
- 3D Modeling & Prototyping
- Trend Analysis & Forecasting
- Manufacturing Processes & Techniques
- Strong Communication & Presentation Skills
- Branding & Visual Merchandising
- Collection Development & Storytelling

ABOUT ME

As a passionate accessory designer, I strive to create designs that resonate with a diverse audience, evoking a sense of comfort and ease through their simplicity and clean aesthetics.
I like to take inspiration from nature and create forms that are effortless and everlasting.

LANGUAGES

ENGLISH

HINDI

PUNJABI

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01

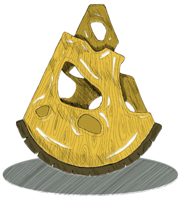
CHEDDAR

INDIVIDUAL PROJECT
DURATION: 3 MONTHS
SEMESTER: III

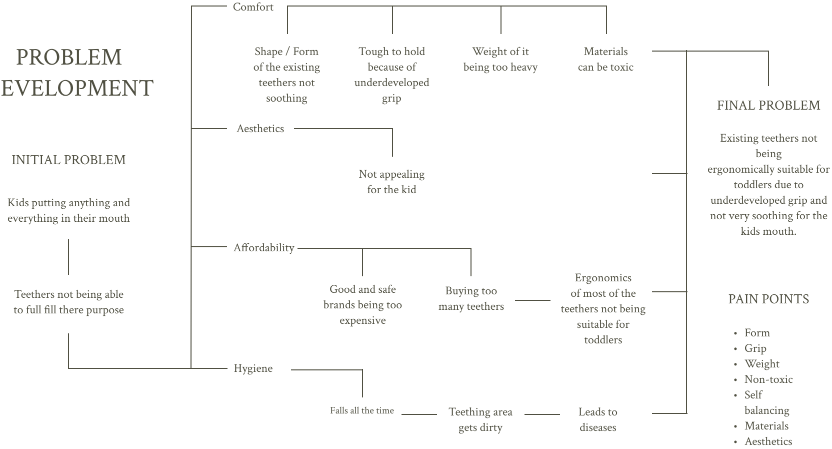
FACULTY:
DR. SHIPRA ROY
DR. RASHMI MUNSHI
MR. SHARANBASAPPA
MRS. CHARU TIWARI

BRIEF

For this project we had to take up any problem and make a solution for it. This project depicts our learning form the previously mentioned subjects that we were taught this semester.



PROBLEM DEVELOPMENT



INITIAL PROBLEM

Kids putting anything and everything in their mouth

Teethers not being able to full fill there purpose

Comfort

- Shape / Form of the existing teethers not soothing
- Tough to hold because of underdeveloped grip
- Weight of it being too heavy
- Materials can be toxic

Aesthetics

- Not appealing for the kid

Affordability

- Good and safe brands being too expensive
- Buying too many teethers — Ergonomics of most of the teethers not being suitable for toddlers

Hygiene

- Falls all the time — Teething area gets dirty — Leads to diseases

FINAL PROBLEM

Existing teethers not being ergonomically suitable for toddlers due to underdeveloped grip and not very soothing for the kids mouth.

PAIN POINTS

- Form
- Grip
- Weight
- Non-toxic
- Self balancing
- Materials
- Aesthetics

WHAT IS TEETHING

Teething is the process by which an infant's first teeth (the deciduous teeth, often called "baby teeth" or "milk teeth") appear by emerging through the gums, typically arriving in pairs. The mandibular central incisors are the first primary teeth to erupt, usually between 6 and 10 months of age and usually causes discomfort and pain to the infant.

DURATION OF TEETHING: 6 MONTHS- 3 YEARS

The soreness and swelling of the gums before a tooth comes through is the cause of the pain and fussiness a baby experiences during this change. These symptoms usually begin about three to five days before the tooth shows, and they disappear as soon as the tooth breaks the skin. Pain is more often associated with the eruption of molars since they are larger, and do not penetrate through the gums as easily as the other teeth.

SELF BALANCING

The Physics Behind It

The phenomenon of Vans shoes landing on their feet is all thanks to the laws of physics. Here's how it works:

- When the shoe is thrown, it begins to rotate.
- As the shoe rotates, air resistance acts on the shoe, creating a force that causes it to spin.
- This spinning motion helps to keep the shoe stable and prevents it from flipping over.
- The bottom of the shoe is curved, which helps it to catch the air and further stabilize it.
- The combination of air resistance, rotation, and the curved bottom of the shoe allows it to always land on its feet.

FORM DEVELOPMENT

CONSUMER BOARD

TARGET CONSUMER: Toddlers

AGE : 6 months- 3 years

NEEDS:

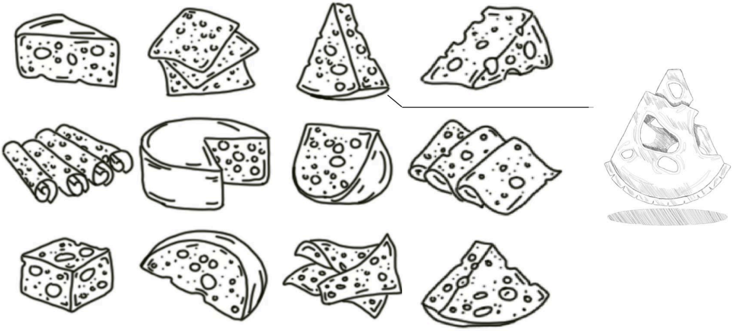
The teether should be:

- Appealing
- Non hazardous
- Comfortable
- Easy to hold
- Chewable
- Least possibility of contamination

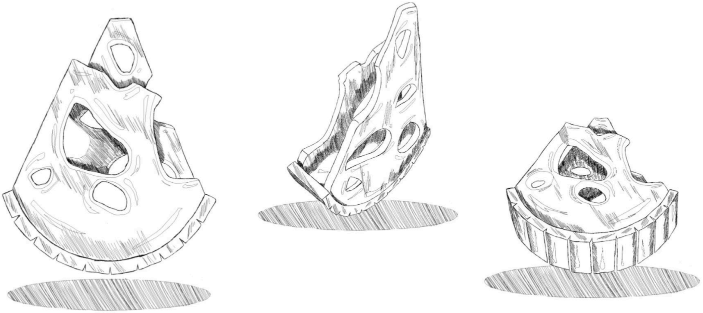
MOOD BOARD

PANTONE®
12-0727 TCX
Sunshine
PANTONE®
PMS 2005 C
#FED880
PANTONE®
13-0746 TCX
Maize
PANTONE®
14-0847 TCX
Buff Yellow
PANTONE®
14-0846 TCX
Yolk Yellow

FORM DEVELOPMENT

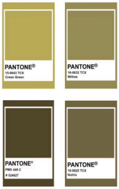


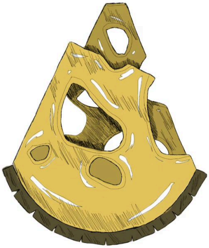
FINAL PRODUCT SKETCHES



COLOUR, MATERIAL AND FINISH BOARD

VARIATION - SILICON


PANTONE®
15-0643 TCX
Cress Green
PANTONE®
16-0632 TCX
Willow
PANTONE®
PMS 449 C
# 524627
PANTONE®
18-0825 TCX
Nutria



FINAL
TEXTURE

INSPIRATION

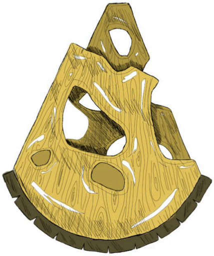
MATERIAL

COLOUR, MATERIAL AND FINISH BOARD

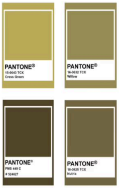
FINAL TEXTURE

INSPIRATION

MATERIAL



VARIATION - WOOD


PANTONE®
15-0643 TCX
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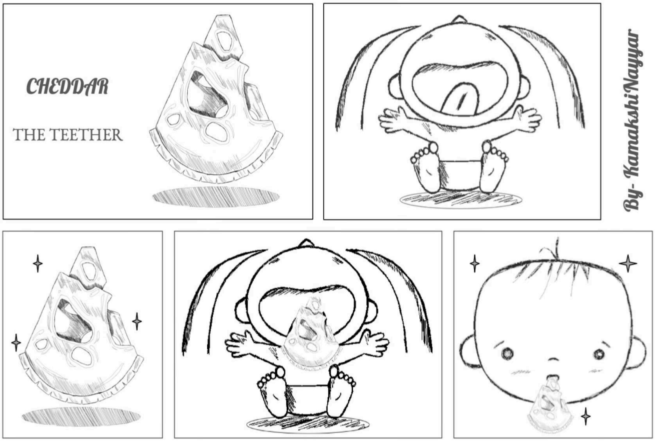
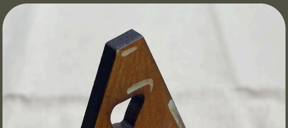
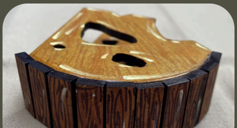
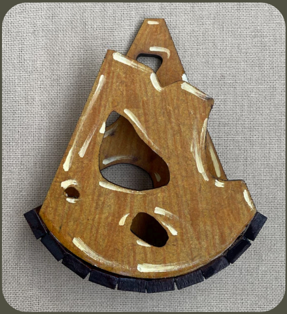

CHEDDAR
THE TEETHER

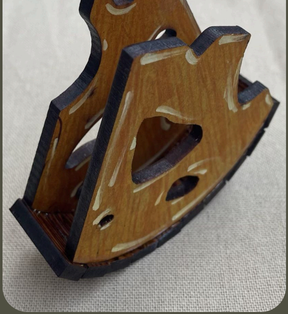
By- KamakshiNayyar

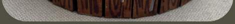
FINAL PRODUCT











CONSUMER NEEDS THAT ARE BEING SOLVED

- Comfortable for small hands with little grip
- Plenty of space to nibble on
- Easy to move around the mouth and can cater to all the different areas of the mouth
- Light weight- made with silicon and neem wood
- Size that is good enough to be a teether along with a toy for the kid
- Self balancing

02

CACTI

CACTI

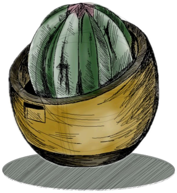
LEMON SQUEEZER

INDIVIDUAL PROJECT
DURATION: 2 MONTHS
SEMESTER: IV

FACULTY:
MR. BHIMAPPA PATTAR

BRIEF

For this project we had to take a product, and research its history, how it evolved over time and its contemporary form. Thereafter, we have to ideate different forms of the product with the help of scamper and create a new solution.



LEMON SQUEEZER

Purpose:
Designed to extract juice from citrus fruits like lemons, oranges, grapefruits, and limes by separating and crushing the pulp easily.

Materials:
Made from solid, acid-resistant materials such as:
- Plastic
- Glass
- Metal (usually aluminium)
- Ceramic

Historical Origins:
- Oldest known lemon squeezers found in Kütahya, Turkey.
- Dated to the first quarter of the 18th century.
- Made of ceramic in the traditional Turkish pottery style.
- Used specifically for making sorbet, a popular citrus drink.
- Designed differently from today's squeezers but had a cone-like resemblance.

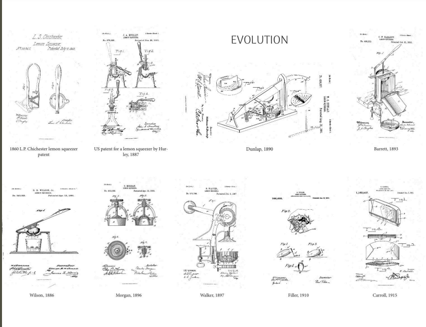
Lemon Import History:
- Lemons are not native to northern Turkey.
- In the 17th–18th centuries, they were imported in bulk to Constantinople.

Industrial Evolution (U.S.):
- End of the 19th century saw a surge in lemon squeezer designs.
- Over 200 patents filed in the U.S. Patent and Trademark Office, mostly between 1880–1910.

First U.S. Patent:
- Issued to Lewis S. Chichester on July 3, 1860.
- Made of cast iron.
- Aimed to be a simple, economical, and durable tool.

Design Variations:
- Table-sized models for squeezing individual wedges.
- Larger, complex devices clamped to kitchen counters.
- Most designs did not rotate the fruit — they relied purely on pressure.
- Mechanisms often used:
  - Leverage
  - Screw presses

Unclear Market Impact:
- It's not known how many of the patented models actually reached production or commercial use.


EVOLUTION

1860 L.P. Chichester lemon squeezer patent

US patent for a lemon squeezer by Hurley, 1887

Dunlap, 1890

Barrett, 1893

Wilson, 1886

Morgan, 1896

Walker, 1897

Filler, 1910

Carroll, 1915

FORM DEVELOPMENT

EXISTING DESIGNS

MOOD BOARD

BULBOUS
PRICKLY
SUCCULENT
DRY

PANTONE
14-0957 TCX
Spectra Yellow

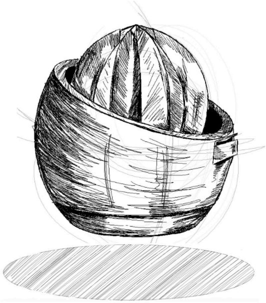
PANTONE
16-2122 TCX
Pink Cosmos

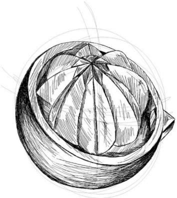
PANTONE
17-0336 TCX
Peridot

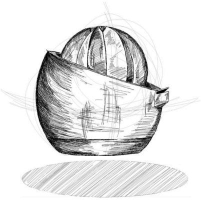
PANTONE®
19-0220 TCX
Douglas Fir

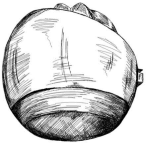
PANTONE
19-1218 TCX
Potting Soil

PRODUCT SKETCHS

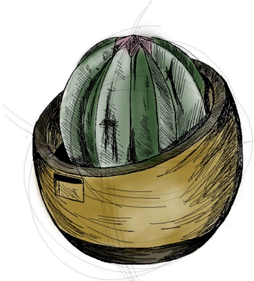


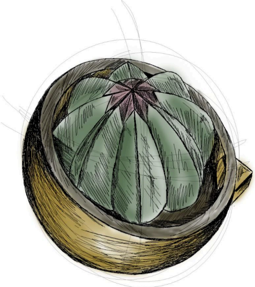






PRODUCT SKETCHS RENDERED

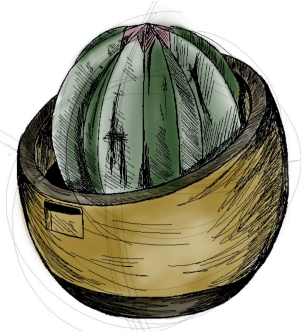




COLOUR, MATERIAL AND FINISH BOARD

COLOUR

PANTONE 16-2122 TCX Pink Cosmos	**PANTONE** 17-0336 TCX Peridot
PANTONE 19-0220 TCX Douglas Fir	**PANTONE** 19-1218 TCX Potting Soil



MATERIAL

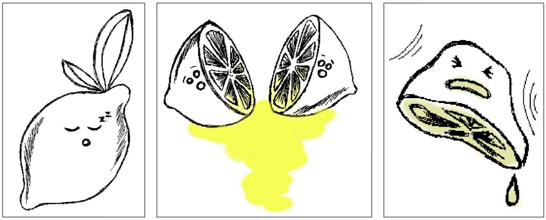
FOOD GRADE SILICON

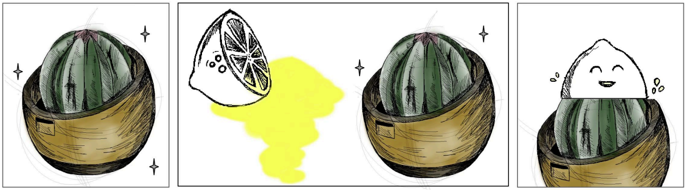
FINISH

🟩

CACTI

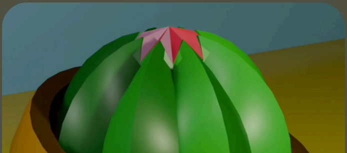
'THE LEMON SQUEEZER'





BY: KAMAKSHI NAYYAR

FINAL PRODUCT



This product is a cactus inspired lemon squeezer. The bulbous top is used for squeezing the pulp which then gets collected in the inner base. The spout is used for pouring out the lemon juice. Its slit is slim enough to block out all the seeds.

03
MELON

MELON

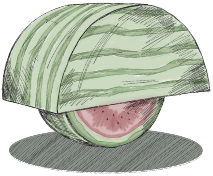
INDIVIDUAL PROJECT
DURATION: 2 MONTHS
SEMESTER: V

TOY DESIGN

FACULTY:
DR. SHIPRA ROY
DR. YATHINDRA L
MR. MD. ANSAR

INSPIRATION

18-24 College going or working individuals from tier one and tier two cities who have difficulty in sleeping and tend to get extremely restless. Such individuals are often awake until early morning hours, either working or trying to calm an overactive mind. Thus, they might exhibit signs of restlessness, with fidgety movements or difficulty in focusing. Their overall demeanour could range from irritable and anxious to lethargic and disconnected.



RESEARCH PROCESS

INSPIRATION

18-24 College going or working individuals from tier one and tier two cities who have difficulty in sleeping and tend to get extremely restless.

INTUITION

- Short Attention Span: Exposure to constant stimuli from social media and multitasking has reduced their attention span.
- Fidgeting as a Coping Mechanism: Fidgeting helps them manage anxiety, focus during boring or stressful situations, and stay grounded when overwhelmed by information.
- Desire for Instant Feedback: They like to see immediate outcomes, whether it's feedback from peers, results from an activity, or progress tracking.
- Seeking Balance: They are striving for a work-life balance, prioritizing both productivity and well-being. However, the stress of being perceived as successful and productive affects them, creating a need for mental relief through small distractions.

IMAGINATION

The user, aged 18-24 from Bangalore, leads a nocturnal lifestyle, fueled by caffeine and creativity. They feel most inspired late at night but struggle with irregular sleep, persistent exhaustion, and difficulty switching off due to work stress and screen time. Seeking balance, they aim to improve sleep, boost early-day productivity, reduce caffeine reliance, and channel creativity while prioritizing well-being.

INSIGHT

- -Priority to social media is too much and fear of missing out
- -Are addicted to the action of scrolling to ease their stress
- -Exteremly low attention span
- -Providing with a toy that would help with their addiction of scrolling
- -They don't want to believe that they are wrong
- -Don't like to follow rules as it feels like being dictated
- -Doing nothing is also tiring to them

IMAGERY

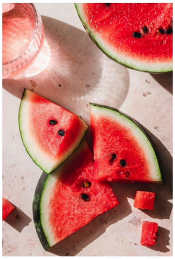
-INSOMNIC
-LOW ATTENTION SPAN
-STUBBORN
-EASILY INFLUENCED
-HIGH STRESS LEVELS
-DON'T LIKE BEING DICTATED

INCUBATION

- **Lighting: Soft or dim lighting**, often from a bedside lamp or moonlight coming through a window. Blackout curtains or blinds might be used to block outside light.
- **Furniture:** The **bed** is the main focus, with a comfortable mattress, pillows, and cozy blankets. There may be a **nightstand** next to the bed, holding items like a book, an alarm clock, or a glass of water.
- **Temperature:** For sleep, the ideal bedroom temperature is somewhere in the **range of 15.5-21°C** (60-70°F). A good average often quoted in the literature is to aim for a bedroom temperature around 18.3°C. If your room is too hot or too cold, it can have a negative effect on your sleep.
- **Sound:** It's generally quiet, with possibly a **faint hum** from a fan, air conditioner, or white noise machine. Some might use **calming sounds,** such as nature sounds or soft music.

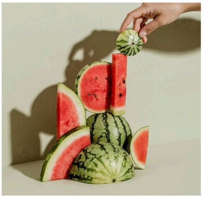
FORM DEVELOPMENT

MOOD BOARD



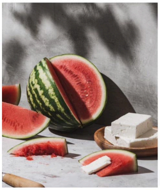
BULBOUS

TROPICAL



HYDRATING

STRIPED



CHUBBY

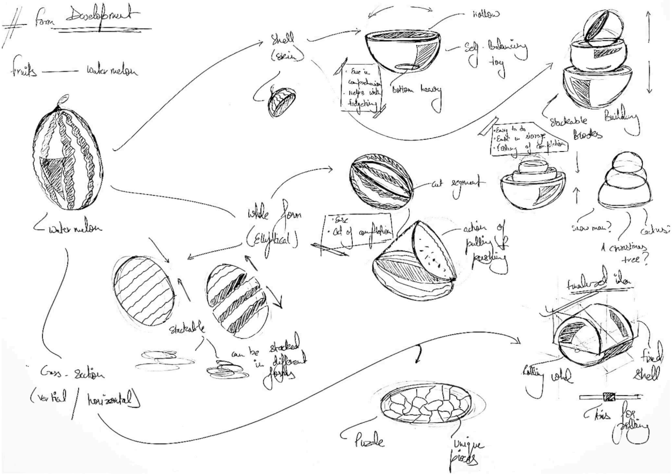
PANTONE
19-1664 TCX
True Red

PANTONE
13-0317 TCX
Lily Green

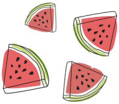
PANTONE
17-0336 TCX
Peridot

PANTONE
19-0220 TCX
Douglas Fir

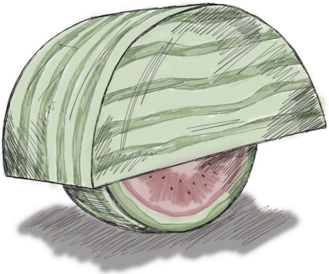
PANTONE
19-1419 TCX
Chicory Coffee

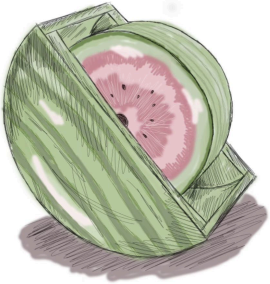


# form Development
fruits — water melon
water melon
Shell (skin)
hollow
Self-Balancing toy
bottom heavy
• Ease in comprehension
• helps with fidgeting
stackable Blocks
Building
• Easy to do
• Ease in storage
• Feeling of completion
snow man?
cactus?
A christmas tree?
whole form (Elliptical)
cut segment
• Ease
• Act of completion
action of pulling & pushing
stackable
can be stacked in different forms
Cross - Section (vertical / horizontal)
Puzzle
unique pieces
finalised idea
rolling wheel
fixed shell
This for pulling

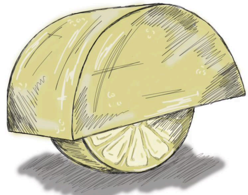


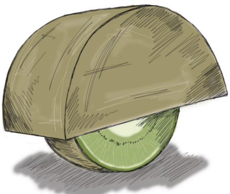
TOY SKETCH





ALTERNATE IDEAS



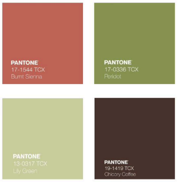


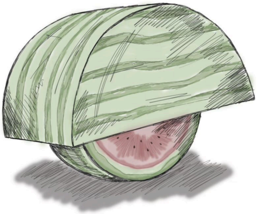
LEMON

KIWI

COLOUR, MATERIAL AND FINISH BOARD

COLOUR

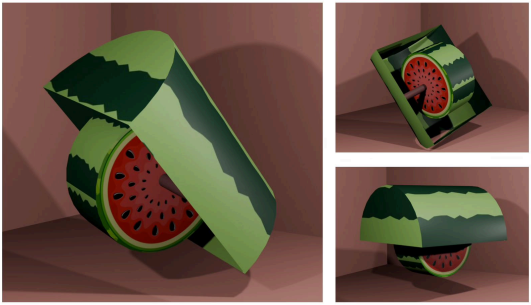

PANTONE
17-1544 TCX
Burnt Sienna
PANTONE
17-0336 TCX
Peridot
PANTONE
13-0317 TCX
Lily Green
PANTONE
19-1419 TCX
Chicory Coffee



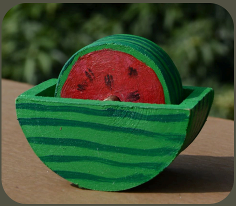
MATERIAL

FINISH

3D MODEL



FINAL PRODUCT



Melon is a fruit cross section inspired toy. It works on the basic function of a wheel rotating around the axis. This toy can be held in ones hand and can mimic the scrolling action that people in today's day and age have when they feel anxious.

04

BAMBI

BAMBI

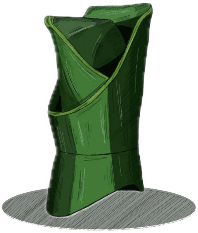
NAPKIN HOLDER

INDIVIDUAL PROJECT
DURATION: 3 MONTHS
SEMESTER: III

FACULTY:
DR. RASHMI MUNSHI

INSPIRATION

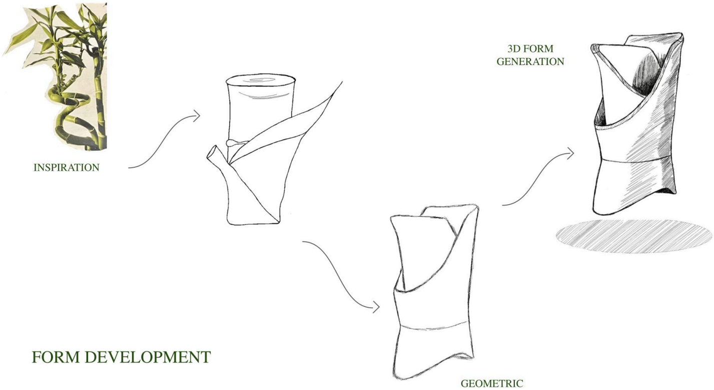
Designed to resemble a bamboo shoot, this eco-friendly napkin holder is made from sustainable bamboo, ensuring durability and biodegradability. Its sleek, natural design complements any space while promoting a plastic-free, sustainable lifestyle for conscious homes and cafes.



FORM DEVELOPMENT

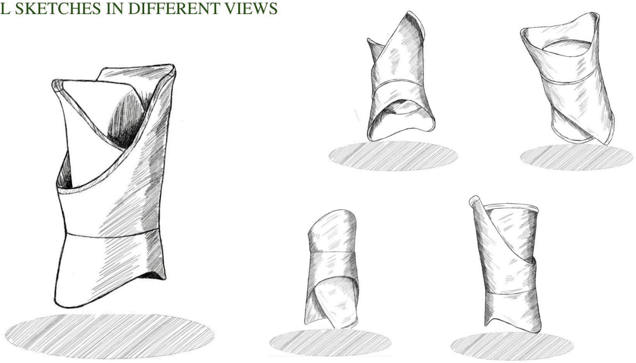
Growth
Durability
Flexibility
Longevity
Strength
Simplicity

PANTONE®
13-0443 TCX
Love Bird
PANTONE®
19-0230 TCX
Garden Green
PANTONE®
16-0632 TCX
Willow
PANTONE®
PMS 449 C
# 524627

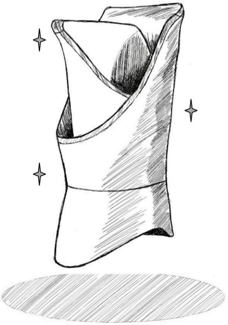

INSPIRATION
3D FORM
GENERATION
GEOMETRIC

FORM DEVELOPMENT

FINAL SKETCHES IN DIFFERENT VIEWS

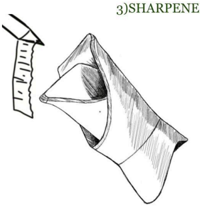


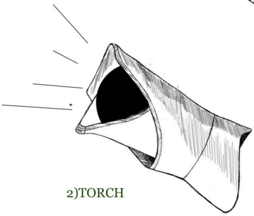
FORM CONCEPT DEVELOPMENT- 5 VARIATIONS



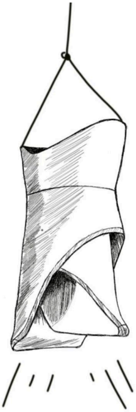
1) NAPKIN RING

3)SHARPENER



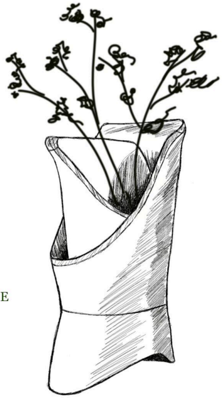


2)TORCH



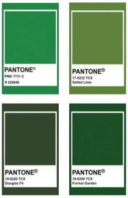
4)HANGING
LIGHT

5)FLOWER VASE



COLOUR, MATERIAL AND FINISH BOARD

VARIATION 1


PANTONE®
PMS 7731 C
# 228848
PANTONE®
17-0232 TCX
Salted Lime
PANTONE®
19-0220 TCX
Douglas Fir
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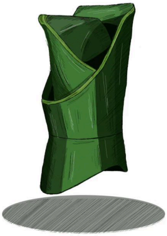
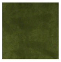
19-6350 TCX
Formal Garden



STAINLESS STEEL NAPKIN RING (POWDER COATED)



FINAL TEXTURE

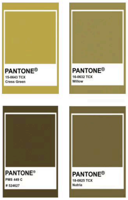
INSPIRATION

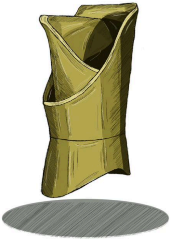
STAINLESS STEEL

MATERIAL

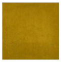
COLOUR, MATERIAL AND FINISH BOARD

VARIATION 2


PANTONE®
15-0643 TCX
Cress Green
PANTONE®
16-0632 TCX
Willow
PANTONE®
PMS 449 C
# 524627
PANTONE®
18-0825 TCX
Nutria



GOLD PLATED NAPKIN RING



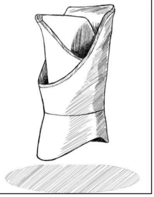
FINAL TEXTURE

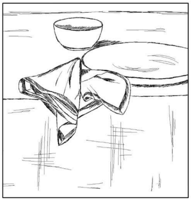
INSPIRATION

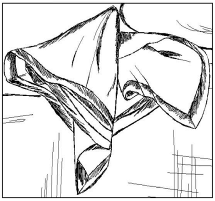
MATERIAL

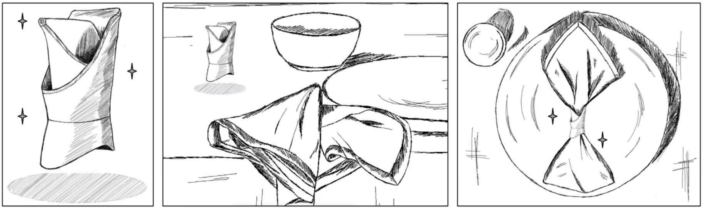
BAMBI

“THE NAPKIN RING”



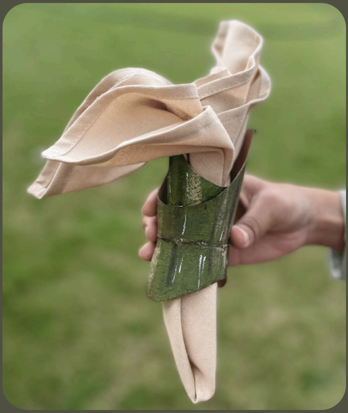






By- Kamakshi

FINAL PRODUCT



This product is a cactus inspired lemon squeezer. The bulbous top is used for squeezing the pulp which then gets collected in the inner base. The spout is used for pouring out the lemon juice. Its slit is slim enough to block out all the seeds.

05

MORI

MORI

PACKAGING

INDIVIDUAL PROJECT

MORI

THE HOUSE OF JAPANESE HERBAL TRADITIONAL TEA
日本のハーブ伝統茶の家

About

Mori, located in Darjeeling, is an environment dedicated to the presentation of high-quality green tea, meticulously made by the skillful hands of the local women of nearby districts, the brand gets it's name from the japanese term for forest.

All the products are imbued with a deep affection, the result of meticulously honed skills over the 5 years of the brands existence.

Logo Text Light Regular Medium	Aa
Logo Sub-Heading text	abcdefghijklmn opqrstuvwxyzl 234567890
Body Text	abcdefghijklmnopqrst uvwxyz1234567890

KEYWORDS

- Botanical
- Artisanal
- Soothing
- Seasonal
- Spiced
- Wellness
- Tranquility
- Luxury
- Traditional
- Sophisticated
- Exotic
- Elemental
- Crafted
- Authentic
- Detoxification

ESTABLISHED 2019

M RI

HERBAL TISANE

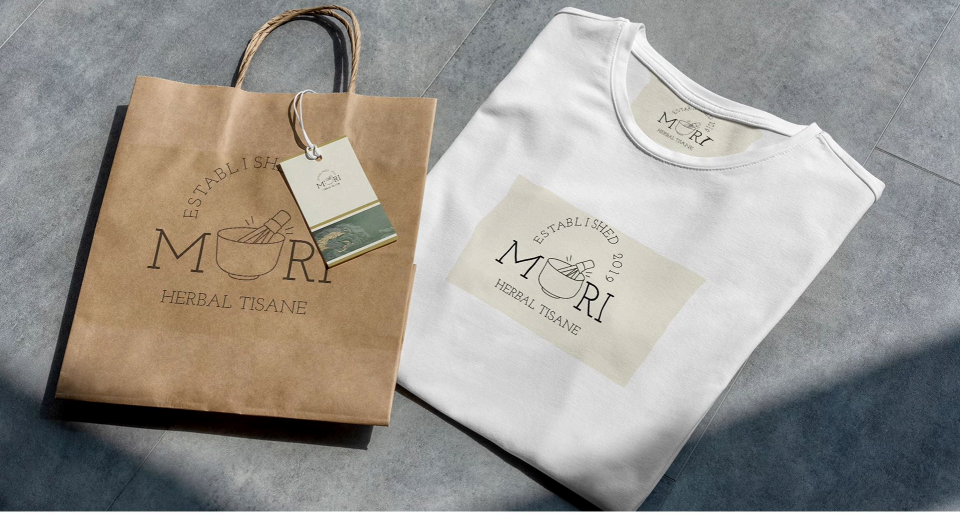
WAT PAK PHAN

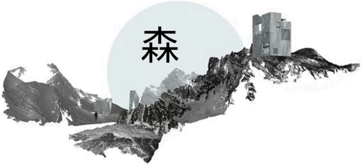
COLORS

01	#F2EEDF
02	#AC9D63
03	#000000

ESTABLISHED 2019
MORI
HERBAL TISANE
ESTABLISHED 2019
MORI
HERBAL TISANE

Nutrition Facts
Calories
50
ESTABLISHED 2019
MORI
HERBAL TISANE


ESTABLISHED
MORI
HERBAL TISANE
ESTABLISHED 2019
MORI
HERBAL TISANE



THE HOUSE OF JAPANESE HERBAL TRADITIONAL TEA
日本のハーブ伝統茶の家

06

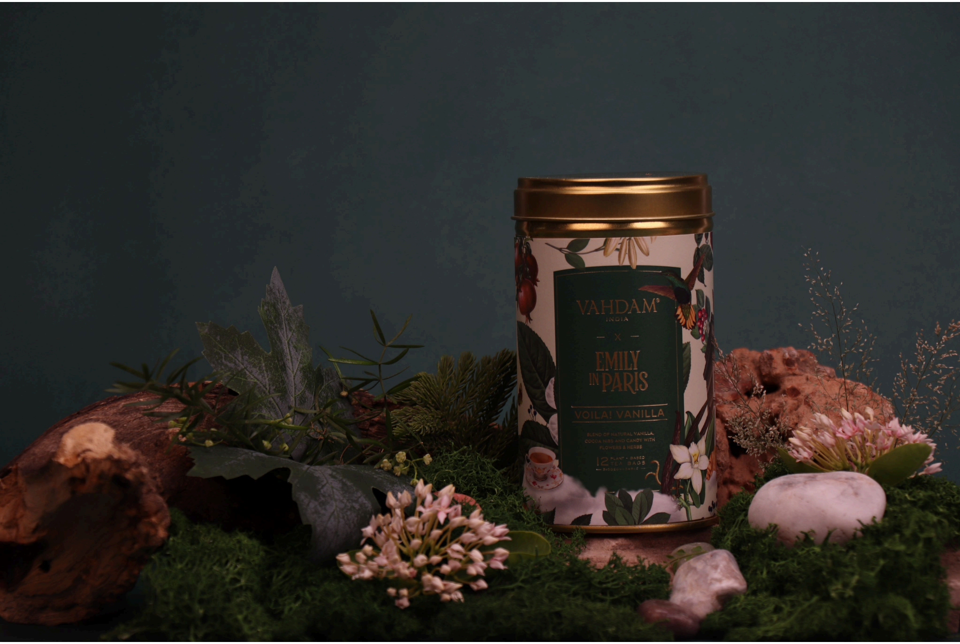
PHOTOGRAPHY

VAHDAM

TEA BRAND

PHOTOSHOOT

INDIVIDUAL PROJECT


VAHDAM
INDIA
X
EMILY IN PARIS
VOILA! VANILLA
12

VAHDAM®
INDIA
X
EMILY IN PARIS
VOILA! VANILLA
BLEND OF NATURAL VANILLA, COCOA NIBS AND CANDY WITH FLOWERS & HERBS
12 PLANT-BASED TEA BAGS

VAHDAM®
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EMILY IN PARIS
VOILA! VANILLA
BLEND OF NATURAL VANILLA, COCOA NIBS AND CANDY WITH FLOWERS & HERBS
12 PLANT-BASED TEA BAGS
BIODEGRADABLE

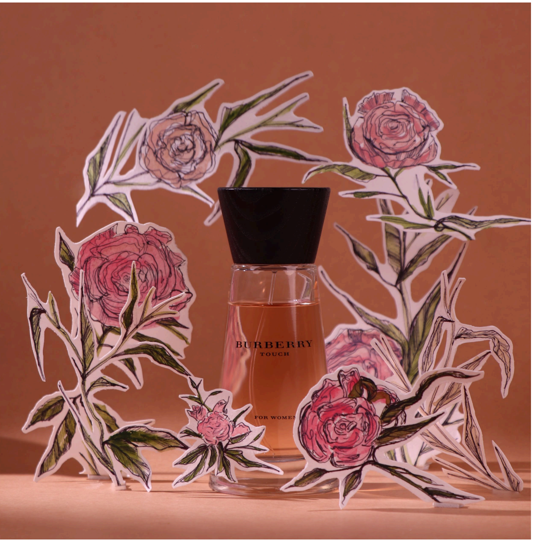
JEWELLRY

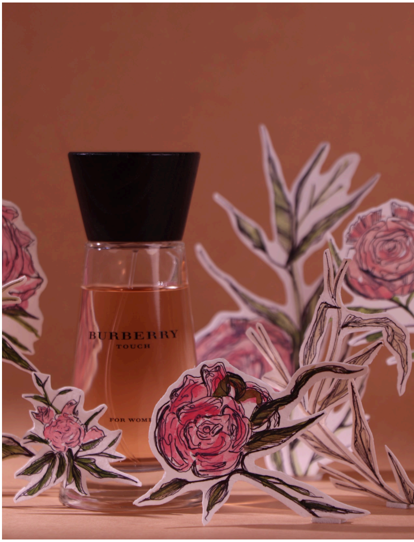
PHOTOSHOOT

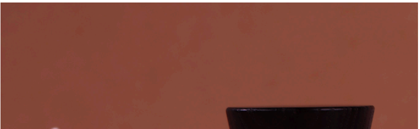
INDIVIDUAL PROJECT

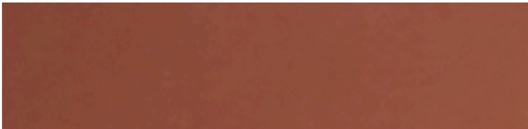
BURBERRY PERFUME PHOTOSHOOT

INDIVIDUAL PROJECT


BURBERRY
TOUCH
FOR WOMEN


BURBERRY
TOUCH
FOR WOM



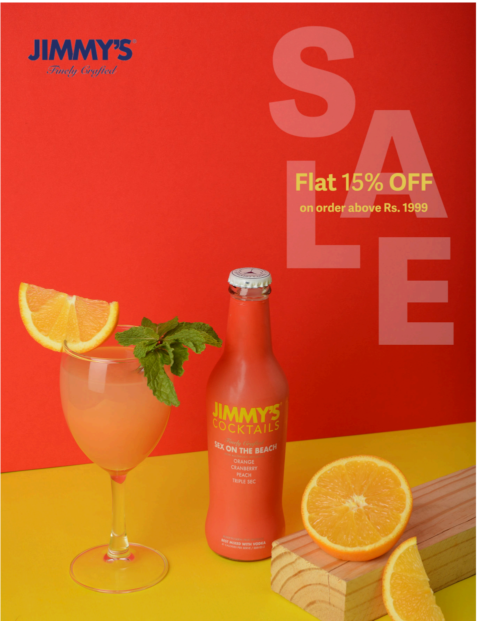


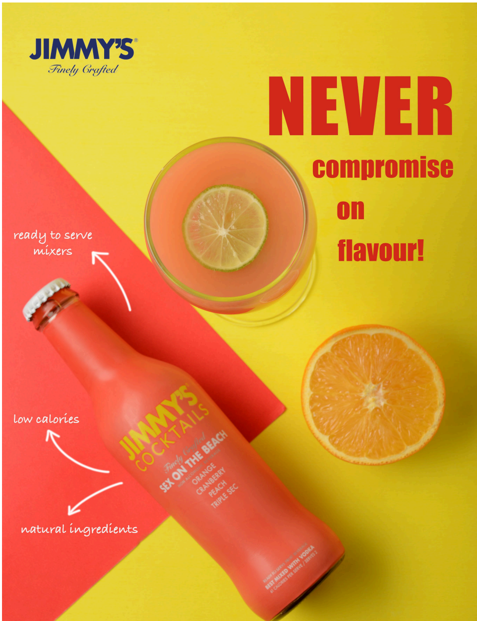
BURBERRY
TOUCH
FOR WOME

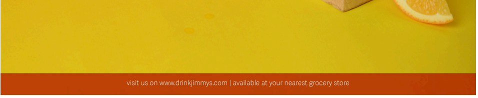
BURBERRY
TOUCH
FOR WOME

JIMMY'S COCKTAIL PRINT AD

GROUP PROJECT


JIMMY'S
Finely Crafted
SALE
Flat 15% OFF
on order above Rs. 1999
JIMMY'S
COCKTAILS
Finely Crafted
SEX ON THE BEACH
ORANGE
CRANBERRY
PEACH
TRIPLE SEC
BEST MIXED WITH VODKA


JIMMY'S
Finely Crafted
NEVER
compromise
on
flavour!
ready to serve
mixers
low calories
natural ingredients
JIMMY'S
COCKTAILS
Finely Crafted
SEX ON THE BEACH
ORANGE
CRANBERRY
PEACH
TRIPLE SEC
BEST MIXED WITH VODKA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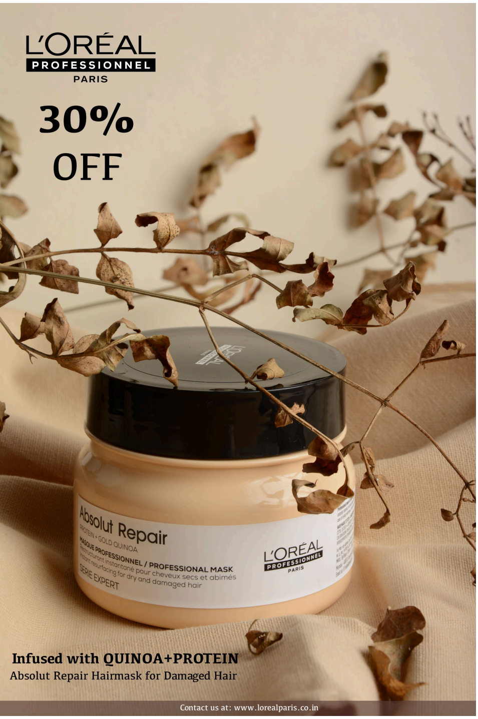
L'ORÉAL PROFESSIONAL PRINT AD

GROUP PROJECT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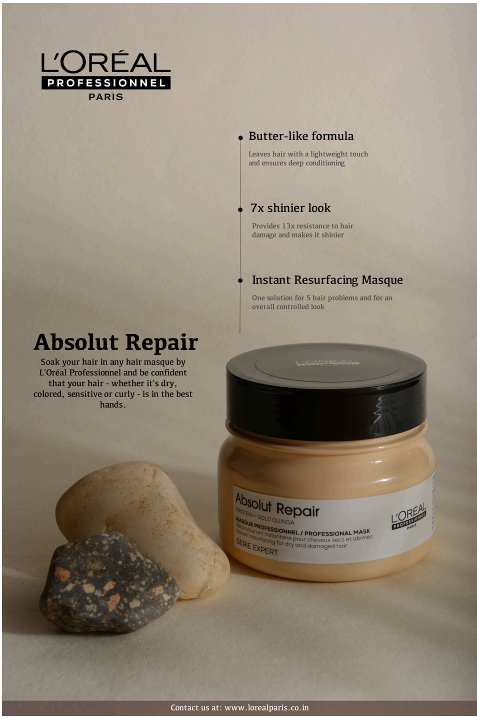
L'ORÉAL PROFESSIONNEL PARIS

- **Butter-like formula**
  Leaves hair with a lightweight touch and ensures deep conditioning
- **7x shinier look**
  Provides 13x resistance to hair damage and makes it shinier
- **Instant Resurfacing Masque**
  One solution for 5 hair problems and for an overall controlled look

Absolut Repair

Soak your hair in any hair masque by L'Oréal Professionnel and be confident that your hair - whether it's dry, colored, sensitive or curly - is in the best hands.

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